

HTML5 banners specifications

BASIC STRUCTURE OF THE BANNER

HTML5 banner consists of following parts:

- > index.html file
- > image files
- > css files
- > js files

Maximal size of display banner including all the files is 200kB

* **index.html**

- Contains entire HTML markup for the banner.
- Don't use subdirectories. All files should be located in same level as index.html
- Define the Clickthru using js event **onclick** which must call function **clickTag** defined on our side:

```
<a href="#" onclick="clickTag(event);">click</a>
```

* **image files**

- Max count of image files used is **10 per banner**. If you need to use more files, we can accept the banner only after agreement.
- If banner uses vector graphic, we recommend to use SVG format.
- Standalone SVG files counts to overall count of 10 image files.

* **css files**

- We recommend to use inline styles.
- We recommend to prevent use of external css and we don't accept more than one css file.
- The file should be minified.

* **javascript files**

- We recommend to insert javascript code directly to index.html. We don't accept more than one js file.
- The file should be minified.

* **Usage of js libraries**

- We recommend not to use *Doporučujeme nepoužívat globálně definované knihovny, které by mohly způsobit konflikt (zejména jQuery).*
- The limitation of the libraries is the data size. Maximal size of the banner must be 200kB including all the libraries.
- Although we deliver all the HTML banners using iframe at the moment, we recommend to create unique namespace to all of the css or js code.

* **Responsive banners**

- We recommend to create all the banners responsive to its maximal width so it can be scaled when delivered to devices.
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iLayer specifications

- The pop-up banner design should contain close button icon which will evoke possibility to close the banner extension (the close function is implemented on our side).

Specification for video banners

* background image

- Must be in same dimensions as the banner (its format).
- Optimal is JPG format.
- In the design there should be drawn the area where the video should be placed. (i.e. white rectangle).

* alternative image

The alt image will be used to display on mobile devices where the video won't be played. **When the alternative image is shown the video won't be.**

- The alt image must be in same dimensions as the banner specification.
- Optimal is JPG format.